

ORDER

Orders
Order / Rev: 168675
Alt Order #: 06362201
Product Desc: OBAMA 4 PRES: SKED A
Estimate: 1958
Flight Dates: 10/04/12 - 10/10/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency Name: GMMB Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Poli/Obama for President
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/10/12	67	\$35,780.00	\$30,413.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	67	\$35,780.00	\$30,413.00	0.00
Totals	67	\$35,780.00	\$30,413.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	17%	\$35,780.00
Market	100%	\$210,470.59

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,104.71
WCGV	0%	\$0.00
WISN	27%	\$58,827.06
WITI	31%	\$65,245.88
WMLW-	2%	\$4,209.41
WPXE	0%	\$0.00
WTMJ	22%	\$46,303.53
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	10/04/12	10/05/12	Morning News M-F 5a - 6a	GM	5a - 8a	---TF--	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	---TF--		2		\$50.00		0.00					
2	WDJT	10/08/12	10/10/12	Morning News M-F 5a - 6a	GM	5a - 6a	MTW----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTW----		1		\$50.00		0.00					

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 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WDJT	10/04/12	10/05/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a ---TF--	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		2		\$50.00			0.00			
5	WDJT	10/04/12	10/05/12	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a	CM	7a-9a ---TF--	:30	3	\$50.00	P-2	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		3		\$50.00			0.00			
6	WDJT	10/08/12	10/10/12	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a	CM	7a-9a MTW----	:30	3	\$50.00	P-2	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW----		3		\$50.00			0.00			
E 7	WDJT	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a -----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1		\$750.00			0.00			
E 8	WDJT	10/07/12	10/07/12	Sun 1030a-11a Green and Gold Game Day Live	CM	1030a-11a -----1	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1		\$100.00			0.00			
E 9	WDJT	10/04/12	10/05/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a ---TF--	:30	2	\$100.00	LUR	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		2		\$100.00			0.00			
E 10	WDJT	10/08/12	10/10/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a MTW----	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW----		1		\$100.00			0.00			
11	WDJT	10/04/12	10/05/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a ---TF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		2		\$350.00			0.00			
12	WDJT	10/08/12	10/10/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a MTW----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW----		1		\$350.00			0.00			
13	WDJT	10/04/12	10/05/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p ---TF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		2		\$350.00			0.00			
14	WDJT	10/08/12	10/10/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p MTW----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW----		1		\$350.00			0.00			
15	WDJT	10/04/12	10/05/12	News at Noon News at Noon	CM	12p-1230p ---TF--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		2		\$150.00			0.00			
E 16	WDJT	10/08/12	10/10/12	News at Noon News at Noon	CM	12p-1230p MTW----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW----		2		\$150.00			0.00			
17	WDJT	10/04/12	10/05/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p ---TF--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		2		\$200.00			0.00			
18	WDJT	10/08/12	10/10/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p MTW----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW----		1		\$200.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WDJT	10/06/12	10/10/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p MTW----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/12	10/14/12	MTW----				1	\$200.00		0.00			
19	WDJT	10/04/12	10/05/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p ---TF--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--				2	\$150.00		0.00			
20	WDJT	10/06/12	10/10/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p MTW----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/12	10/14/12	MTW----				1	\$150.00		0.00			
21	WDJT	10/04/12	10/05/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p ---TF--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--				2	\$150.00		0.00			
E 22	WDJT	10/06/12	10/10/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p MTW----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/12	10/14/12	MTW----				1	\$150.00		0.00			
23	WDJT	10/04/12	10/05/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p ---TF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--				2	\$300.00		0.00			
E 24	WDJT	10/06/12	10/10/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MTW----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/12	10/14/12	MTW----				1	\$300.00		0.00			
E 25	WDJT	10/04/12	10/05/12	M-F 5pm News M-F 5pm News	CM	5p-530p ---TF--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--				2	\$500.00		0.00			
E 26	WDJT	10/06/12	10/10/12	M-F 5pm News M-F 5pm News	CM	5p-530p MTW----	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/12	10/14/12	MTW----				2	\$500.00		0.00			
27	WDJT	10/04/12	10/05/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p ---TF--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--				2	\$750.00		0.00			
26	WDJT	10/06/12	10/10/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p MTW----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/12	10/14/12	MTW----				2	\$750.00		0.00			
29	WDJT	10/04/12	10/05/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ---TF--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--				2	\$750.00		0.00			
30	WDJT	10/06/12	10/10/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p MTW----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/12	10/14/12	MTW----				2	\$750.00		0.00			
31	WDJT	10/06/12	10/06/12	Mo 7p - 6p How I Met/Partners	CM	Mo 7pm - 6pm 1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/12	10/14/12	1-----				1	\$3,000.00		0.00			
32	WDJT	10/09/12	10/09/12	Tu 7p - 6p NCIS	CM	Tu 7p - 6p -1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/12	10/14/12	1-----				1	\$3,000.00		0.00			

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32	WDJT	10/09/12	10/09/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-1-----				1	\$3,000.00		0.00			
33	WDJT	10/10/12	10/10/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p --1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--1----				1	\$3,000.00		0.00			
34	WDJT	10/05/12	10/05/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p ----1--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----1--				1	\$2,500.00		0.00			
E 35	WDJT	10/04/12	10/07/12	M-F Late News M-F Late News	CM	10p-1035p ---TF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	---TF--				4	\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	WDJT	10/01/12-10/07/12		M-F Late News		10p-1035p		---ThF----	:30	(\$800.00)	0.00	NM		
	See MG 35.5,35.6													
3	WDJT	10/01/12-10/07/12		M-F Late News		10p-1035p		---ThF----	:30	(\$800.00)	0.00	NM		
	See MG 35.5,35.8													
5	WDJT	10/01/12-10/07/12		Sat Late News		10p-1035p		-----Sa--	:30	\$800.00	0.00	NM		
	Ⓜ MG for 35.2,35.3													
8	WDJT	10/01/12-10/07/12		Sun Late News		10p-1035p		-----Su	:30	\$800.00	0.00	NM		
	Ⓜ MG for 35.2,35.3													
E 36	WDJT	10/08/12	10/10/12	M-F Late News M-F Late News	CM	10p-1035p MTW----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTW----				1	\$800.00		0.00			
E 37	WDJT	10/04/12	10/05/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p ---TF--	:30	2	\$100.00	LUR	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	---TF--				2	\$100.00		0.00			
E 38	WDJT	10/08/12	10/10/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p MTW----	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTW----				1	\$100.00		0.00			
E 39	WDJT	10/06/12	10/06/12	Sat 1035p-1135p The Closer	CM	1035p-1135p -----1-	:30	1	\$70.00	LUR	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----1-				1	\$70.00		0.00			
E 40	WDJT	10/06/12	10/06/12	Sat 1135p-1235a The Closer	CM	1135p-1235x -----1-	:30	1	\$60.00	LUR	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----1-				1	\$60.00		0.00			
E 42	WDJT	10/07/12	10/07/12	NFL Early Game Regular NFL Early Game	SPRT	NFL Early Game -----1	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----1				1	\$2,000.00		0.00			
E 43	WDJT	10/07/12	10/07/12	NFL Late Game Regular NFL Late Game Regular Season	SPRT	NFL Late Game Re-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----1				1	\$3,000.00		0.00			
N 44	WDJT	10/07/12	10/07/12	1105p-1205a Castle	CM	1105p-1205a -----S	:30	1	\$50.00	LUR	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S				1	\$50.00		0.00			
Totals													67	\$35,780.00